

INTRODUCTION

The Midway/Pacific Highway Corridor community encompasses approximately 800 acres of relatively flat land which is situated north of the Centre City area between Old Town and Point Loma. The community is comprised of two basic elements: the central Midway area and the narrow, linear-shaped Pacific Highway Corridor.

The central Midway area consists of an urbanized commercial core containing numerous shopping centers and institutional facilities which cater to the commercial needs of nearby residential and visitor populations. The area is characterized by wide streets, flat topography, and a varied mixture of flat-roofed large and small commercial buildings.

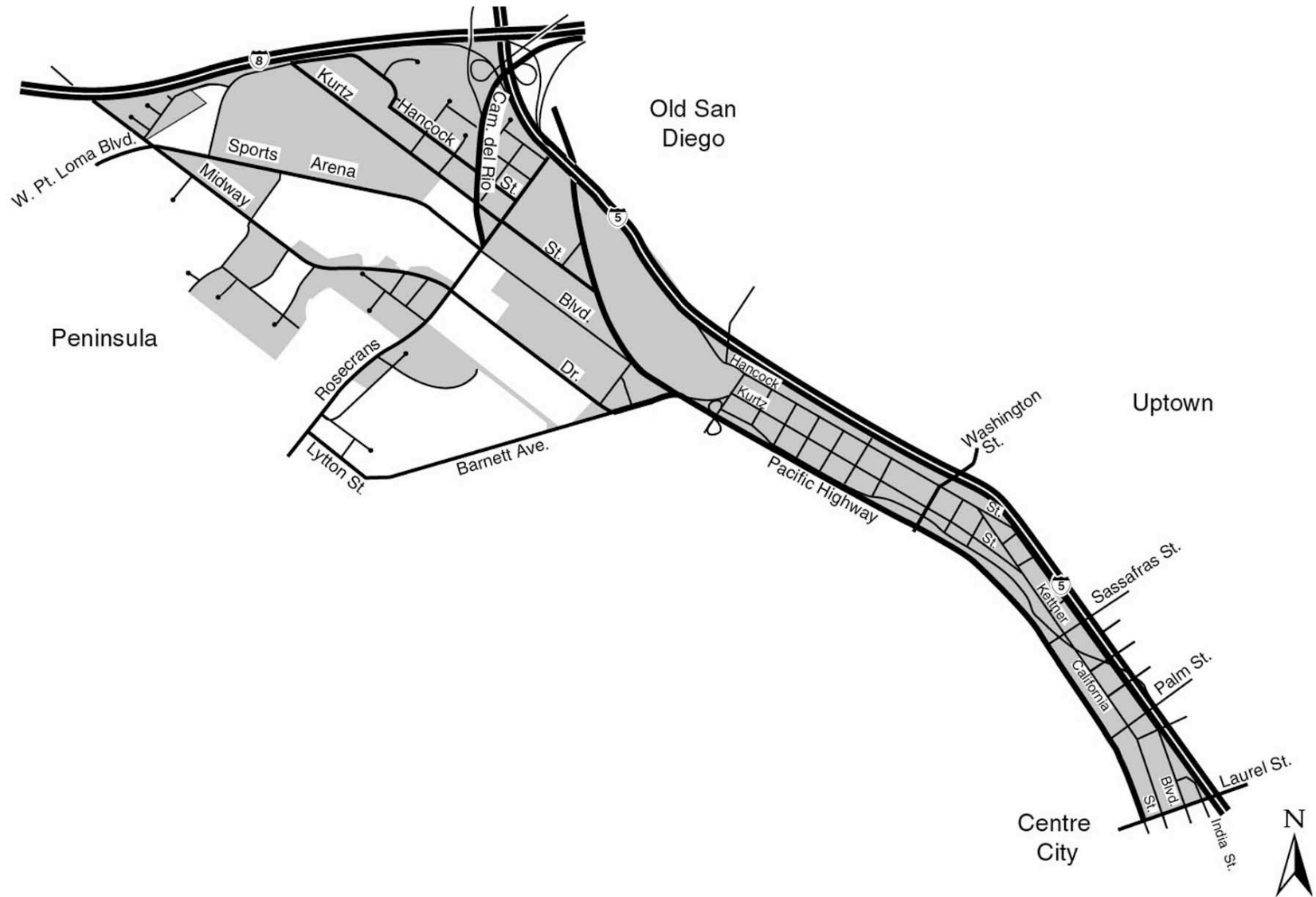
The Pacific Highway Corridor, located between Interstate 5 (I-5) and the Lindbergh Field Airport, contains some of the City's oldest industrial areas. The image of the corridor is sharply defined by large-scale buildings and unscreened commercial parking lots in the southern portion, and a group of smaller scale, low-lying industrial buildings located between Witherby Street and Washington Street in the northern portion.

A few multifamily residential complexes are located in the western portion of the community, adjacent to the Point Loma area. The Midway/Pacific Highway Corridor is characterized by its variety of commercial retail activities, and wide, multi-directional traffic intersections. This Plan establishes goals, objectives, and recommendations which will guide the future redevelopment of the community.

SCOPE AND PURPOSE

The Midway/Pacific Highway Corridor Community Plan (Plan) is a revision of the Midway Community Plan which was adopted by the City Council in 1970. The Midway Community Planning Advisory Committee, the officially recognized citizen planning organization, has met with City staff to assist in the identification of issues and the development of community goals, objectives and recommendations.

This Plan establishes a vision for the future form of the community and provides specific recommendations for land uses designed to meet the existing and future needs of the community. The Plan also recommends actions which will implement the goals and objectives of the City of San Diego's Progress Guide and General Plan (General Plan). The Plan incorporates the Pacific Highway Corridor area. Relevant recommendations have been included from the Centre City/Pacific Highway Corridor Local Coastal Program Land Use Plan, adopted by the City Council in 1981 and certified by the California Coastal Commission on January 13, 1988. This Plan deletes the West Point Loma Boulevard area, which was included in the 1970 Midway Community Plan, as it has been incorporated in the updated Peninsula Community Plan adopted by the City Council on July 14, 1987.



Redevelopment Area 1a
Midway/Pacific Highway Corridor Community Plan **FIGURE**



The Plan consists of several parts, including an introduction and background, Plan summary and Plan elements. Each of the Plan elements contains policies for the Midway/Pacific Highway Corridor community. Accompanying most of the policies are “further statements” which provide more explicit objectives for the community. These “further statements” are considered to be of equal importance to the policies. Following the “further statements” are more specific recommendations, development criteria and design guidelines. The action charts and maps illustrate the ideas for implementing each of the Plan policies.

While this Plan sets forth many proposals for implementation, it does not establish new regulations or legislation, nor does it rezone property. Controls on development and use of public and private property, including zoning, design controls and implementation of transportation improvements, must be enacted separately as part of the Plan implementation program.

Implementation of this Plan will be carried out in accordance with the Public Facilities Financing Plan for the Midway/Pacific Highway Corridor community, which identifies funding for the rehabilitation and construction of public facilities needed in the community as it redevelops over the next 20 years.

Concurrent and/or subsequent public actions will be undertaken as necessary to initiate and process the rezoning of property in accordance with Plan proposals. Adoption of the Plan concurrently amended the General Plan and the Centre City/Pacific Highway Corridor Local Coastal Program Land Use Plan, and rescinded the 1970 Midway Community Plan.

This Plan should not be considered a static document. It is intended to provide guidance for the orderly growth of the Midway/Pacific Highway Corridor community. In order to respond to unanticipated changes in environmental, social, or economic conditions, the Plan must be continually monitored and amended if necessary, per City policies, in order to remain relevant to community and City needs. Once adopted, two additional steps will follow: implementation and review. Implementation is the process of putting Plan policies and recommendations into effect. Review refers to the process of monitoring the community and recommending changes to the Plan as conditions in the community change. Recommendations for implementation are provided in the Plan, but actual work must be based on a cooperative effort of private citizens, City officials and other agencies. It is anticipated that the Midway Community Planning Advisory Committee and other citizen organizations will provide the continuity needed for a sustained, effective implementation and review program.

Much of the Midway/Pacific Highway Corridor community has been included in the North Bay Redevelopment Project Area. In addition to the Midway/Pacific Highway Corridor community, the project area includes portions of the communities of Peninsula, Old Town, Uptown, Linda Vista and Clairemont Mesa. The Redevelopment Project was initiated, in part, as a result of the impending closure of the Naval Training Center, resulting in a significant physical and economic impact on the above communities, which were already exhibiting characteristics of physical deterioration and economic decline.

Redevelopment, as established by California Redevelopment Law, is a process which gives certain tools to the City of San Diego, property owners and tenants to correct conditions of blight in an area. Once a redevelopment plan is adopted for a project area, the redevelopment agency (the City of San Diego in this case) has broad powers under state law, except as limited by the redevelopment plan itself. The powers include the ability to assist property owners in the rehabilitation and development of their properties, to undertake and pay for public improvements, to finance redevelopment activities through the issuance of bonds or other forms of borrowing and, if necessary, to acquire property and dispose of it for public and private development. The redevelopment agency can also impose certain controls or restrictions to assure redevelopment of an area.

Similar to a community plan, the redevelopment plan for an area is a development guide. In the case of the Midway/Pacific Highway Corridor community, the redevelopment plan is expected to supplement the recommendations and guidelines of the Plan and assist in the Plan's implementation. The redevelopment plan contains general land uses and development controls, a full listing of redevelopment agency powers, a listing of public improvements to be provided, provisions for owner participation and the proposed financing methods.

Redevelopment plans are adopted by first designating a survey area to study the need for possible redevelopment. This is followed by the adoption of a preliminary plan for a selected project area. Several months of detailed analysis will then result in the preparation of a redevelopment plan. In all cases, community businesses and residents are provided an opportunity to comment on the redevelopment project. Following a public hearing, which is noticed to all property owners by mail, the City Council may adopt the redevelopment plan, after which the City of San Diego is charged with the responsibility to carry out the plan.

Activities associated with the implementation of a redevelopment plan could be commercial revitalization programs, code enforcement, rehabilitation, acquisition of land for public facilities or the assembly of sites for redevelopment, and clearance of land for redevelopment.